Jet Propulsion Laboratory
California Institute of Technology

4800 Oak Grove Drive
Pasadena, California 91109-8099`

18 May 2007

Attention: All Prospective Proposers

Subject: Request For Proposal (RFP) for Mars Critical Data Product Initiative (CDP IV)

The Jet Propulsion Laboratory (JPL) cordially invites your organization to submit a written proposal in conformance with the instructions contained in this RFP. You are eligible to propose and apply for funding if you are a member of the Mars community and your name is included in the Mars Exploration Program Analysis Group (MEPAG) mailing list as of the date of the submission of your letter of intent. If you are currently not on this MEPAG mailing list, contact me via email (Richard.Flores@jpl.nasa.gov).

The attached RFP provides further information on proposal preparation and submission instructions, description of the selection process, and reporting requirements. The broad topics of this RFP are the analysis and interpretation of Mars science and engineering data to reduce the risk to future missions to Mars and to ensure the highest yield of science data. Delivery of all or part of the required knowledge for any task can be proposed.

The present RFP relates to FY07 – FY10 funds. Based upon your response to the RFP, and Mars Program needs, successfully selected proposals will be funded by JPL-issued subcontracts. Subcontracts will be negotiated on a case by case basis and are expected to be in the range of $75,000 per year for up to two to three (2-3) years. Not all tasks will necessarily be funded.

A letter of intent to propose is due by 15 June 2007. All proposals are due at JPL no later than 29 June 2007 at 3:00 p.m. Pacific Local Time (PLT). When submitting your proposal, take into consideration that California is currently under Day-Light-Savings Time. Please note that JPL's offices will be closed on Monday, 28 May 2007 in observance of Memorial Day. In addition, many JPL staff work an alternate 9/80 workweek and have alternate Fridays off. These alternate Fridays-off occur on 25 May, 8 June, and 22 June 2007.

All questions and correspondence are to go through my office. Please send them specifically to my attention via email (Richard.Flores@jpl.nasa.gov) or facsimile (818-393-3027). All correspondence must refer to the RFP number CDP-RFP-RF180507. Any additional communication from my office regarding this solicitation will be in writing as an Addendum to the RFP and sent to all proposers via email.

Sincerely,

Richard Flores
Subcontracts Manager
Mail Stop: 201-203
Telephone: 818-393-5117
Fax: 818-393-3027

Jet Propulsion Laboratory
California Institute of Technology

Mars Critical Data Products Initiative IV (CDP IV)

Request For Proposal

CDP-RFP-RF180507

18 May 2007

Letters of intent to propose to be received at JPL no later than Friday, 15 June 2007 at 3:00 p.m. Pacific Local Time.

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Mars Critical Data Products Initiative IV (CDP IV)

Request For Proposal

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Mars Critical Data Products Initiative IV (CDP IV)

Request For Proposal

Each mission in the Mars Exploration Program (MEP) contributes to our understanding of the planet and to the success of future missions by gathering needed data (e.g., landing site characteristics, mineralogy of the surface, models of the atmosphere for aerobraking and aerocapture, etc.). However, flight investigators are not always funded to interpret data, which would provide that knowledge, particularly as it applies to future missions. Consequently, the Mars Critical Data Products (CDP) Initiative was created to ensure that mission-critical information is prepared and made available when needed for projects and advanced mission planning.

This Request For Proposal (RFP) solicits proposals to perform applied research and to deliver specific products vital to the safety and science yield of future missions, including: MSL, Phoenix, etc. Proposals for participation in this CDP RFP will be accepted from any member of the Mars community whose name is included in the Mars Exploration Program Analysis Group (MEPAG) mailing list as of the date of the submission of a letter of intent to propose. General instructions for responding to this RFP are described in Appendix A.

In order to broaden the community served by the MEP, the participation of investigators who are new to the Mars Program, especially graduate students and post-docs, is strongly encouraged and will be regarded favorably by the reviewers.

Specific proposal preparation instructions are described in Appendix B. The proposal evaluation criteria, and their relative importance, are summarized below and explained in Appendix B, §3:

- Science/Technical 60%
- Management 40%

Proposals will be reviewed and evaluated by a Peer Review Panel (PRP) process as described in Appendix C. In all cases, JPL's obligation to fund awards is contingent upon the availability of funds and the receipt of proposals that are determined acceptable for award under this RFP.

The following information applies to this RFP:

Letter of intent to propose due:	15 June 2007.
Proposal due date and time:	29 June 2007 3 p.m. Pacific Local Time.
Recommended proposal page limit:	Three (3) pages (description of proposed work)
Number of proposals:	Submit seven (7) hard copies and one (1) PC-readable electronic copy on a CD-ROM. Acceptable formats: Microsoft Word, Microsoft Excel, or pdf file format. (pdf files are preferred).

Mailing Address:	Jet Propulsion Laboratory 4800 Oak Grove Drive Mail Stop 201-203 Pasadena, CA. 91109-8099 Attn.: Richard Flores Ref.: CDP-RFP-RF180507
Address for hand delivery:	Jet Propulsion Laboratory Visitor Control Center, Building 249 4800 Oak Grove Drive Pasadena, CA. 91109-8099 Attn.: Richard Flores Ref.: CDP-RFP-RF180507
Primary point of contact:	Richard Flores Jet Propulsion Laboratory 4800 Oak Grove Drive Mail Stop 201-203 Pasadena, CA. 91109-8099 Email: Richard.Flores@jpl.nasa.gov Telephone: (818) 393-5117 Facsimile: (818) 393-3027
Emergency contact if Richard Flores is unavailable:	Barbara Hesselgesser Jet Propulsion Laboratory 4800 Oak Grove Drive Mail Stop 201-203 Pasadena, CA. 91109-8099 Email: Barbara.L.Hesselgesser@jpl.nasa.gov Telephone: (818) 354-0643 Facsimile: (818) 393-3027

APPENDIX A

General Instructions for Responding to this Request For Proposal

A.1 Introduction

The Mars Critical Data Products Initiative IV (CDP IV) has been authorized by the Mars Exploration Program Office (MEP) to be released by JPL. The purpose of this initiative is to provide funding and support to investigator teams for analysis and interpretation of data required to reduce mission risk and improve science return (e.g., landing site characteristics, mineralogy maps, atmospheric state variables, etc.). In contrast with more traditional scientific research, analysis and interpretation of data for this purpose will focus on delivering specific, prearranged products considered to be vital to the safety and science yield of future missions including MSL as well as other future NASA Mars landers or orbiters.

A.2 General Provisions and Policies

Proposals for participation in the CDP-IV will only be accepted from a member of the Mars community whose name is included in the Mars Exploration Program Analysis Group (MEPAG) mailing list.

In accordance with Federal statutes and NASA policy, no eligible applicant shall be excluded from participation in, denied the benefits for, or be subjected to discrimination under any program or activity receiving financial assistance from NASA on the grounds of race, color, creed, age, sex, national origin, or disability.

In order to determine the appropriate funding instrument, in the event a proposal is selected for funding, one of the categories listed below must appear on the proposal cover page to indicate your institutional affiliation:

- *Educational Institution*: An accredited university or college to confer degrees (all such institutions are considered nonprofit).

- *Nonprofit, Nonacademic Organization*: A private or Government-supported research laboratory, university consortium, museum, observatory, or similar organization that supports advanced research but whose central charter is not for training students.

- *Industry*: An organization of any size that operates for profit on a fee basis with capabilities and interests to conduct advanced research development.

- *NASA Center*: Any NASA Center organization (including JPL).

- *Other Government Agency*: Any non-NASA, U.S. Federal Executive agency, national laboratory, or Federally Funded Research and Development Center (FFRDC) sponsored by a Federal Agency.

- *Foreign/Non-U.S. Organizations and Institutions*: A foreign/non-U.S. private or Government-supported research laboratory, university consortium, museum, observatory, or similar organization that supports advanced research.

A.2.1 Proposers are requested to provide proposals that conform to the proposal content outlined in APPENDIX A.4 and APPENDIX B. The MEP Office reserves the right to make awards without discussions; therefore, proposals should be as complete as possible and submitted on the proposer's most favorable terms.

A.2.2 The identification and participation of investigators who are new to the Mars Program, especially graduate students and post-docs, should be clearly identified along with their team role participation.

A.2.3 All responses received will be reviewed for applicability and appropriateness to the RFP criteria. It is emphasized that this RFP does not constitute a commitment, implied or otherwise, that JPL will initiate a procurement in the future. This RFP does not commit JPL or the U.S. Government to pay any costs incurred in submitting your proposal, making studies or designs for preparing the proposal, or in procuring or subcontracting for services or supplies related to the proposal.

A.2.4 Joint Proposals: Where multiple organizations are involved, only one of them may submit the proposal. The proposal should describe the role to be played by the other organizations and indicate the legal and managerial arrangements contemplated.

A.2.5 Questions from potential respondents are to be given directly to Richard Flores via email: Richard.Flores@jpl.nasa.gov. Answers to all questions submitted will be emailed to all entities on the source list in the form of an Addendum.

A.2.6 Subcontract type and funding: Selected proposals will be funded by means of a Cost-Type subcontract in most instances. JPL will issue a "Cost Reimbursement Without Fee with an Educational Institution" (CREI) subcontract to a university. Any subcontract awards to foreign institutions will be negotiated on a case by case basis.

These subcontracts will include JPL's General Provisions (GPs) and the following Additional General Provisions (AGPs): "New Technology or Patent Rights - Retention By The Contractor (Short Form)", "Inspection of Services", and "Prime Contract Expiration". The GPs and AGPs are available via the Internet at: http://acquisition.jpl.nasa.gov/e2000.htm

A proposal containing a large number of exceptions to the General Provisions or Additional General Provisions, or one or more significant exceptions to the General Provisions and/or Additional General Provisions, may make the proposal unacceptable for evaluation. Proposers must provide a detailed explanation and rationale for any exceptions taken. Proposals containing exceptions may be selected for negotiations. However, if an agreement cannot be negotiated, the proposal may be rejected.

A.2.7 Other Agreements and Funding: For NASA centers and other government agency organizations, the MEP Office will establish written memoranda of agreement and administer a funds-transfer through NASA Headquarters to the performing organizations.

A.2.8 Proposal Delivery: Proposals may be mailed or hand delivered to the address shown on page 5 of this RFP. For hand carried proposals, the JPL Visitor Control Center is open to receive proposals only on working weekdays, between 7:30 a.m. and 4:30 p.m.

The JPL Visitor Control Center will date and time stamp your proposal. Proposals are due by the date and time stated on the cover of this RFP. To ensure timely receipt and processing of your proposal, affix the attached yellow label, located on

page 19, to the outside envelope/package containing your proposal. (Note: The yellow label is JPL's way of identifying that the package you send is a proposal).

A.2.9 Late Proposals: Any proposal, portion of the proposal, or unrequested proposal revision, received at JPL after the time and date specified on the cover page of the RFP is late. Any volume of a proposal received after the time and date specified will cause the entire proposal to be late. Processing delays at the proposer's home institution, or its methods of shipping, do not excuse the late submission of a proposal. Late proposals will not be considered for award, except under the following circumstances:

- JPL determines that the late receipt was due solely to a delay by the U.S. Postal Service for which the offeror was not responsible. Timely postmark or receipt of registered, certified, or express mail "next-day service," establishing the time of deposit, shall be evidenced.

- JPL determines that the proposal was late due solely to mishandling by JPL after receipt at JPL, provided that the timely receipt at JPL is evidenced.

- No acceptable proposals are received in a timely manner.

A.2.10 Withdrawal: The proposer may withdraw proposals at any time before award.

A.2.11 Proposals should not contain security classified information or depend upon access or use of security classified information or facilities for any portion of the activities.

A.2.12 No email or FAX transmittals of proposals will be accepted.

A.3 Proposal Information Disclosure

Restriction on Use and Disclosure of Proposal Information: If a proposal contains proprietary information that should not be used/disclosed for any purpose other than proposal evaluation, it should be clearly marked by placing the following legend on the proposal response cover sheet:

NOTICE
"The information (data) contained in [insert page numbers or other identification] of this proposal constitutes a trade secret and/or information that is commercial or financial and confidential or privileged. It is furnished to the Government and the Jet Propulsion Laboratory/California Institute of Technology ("Institute") in confidence with the understanding that it will not, without permission of the proposer, be used or disclosed other than for evaluation purposes; provided, however, that in the event a subcontract (or other agreement) is awarded on the basis of this proposal, the Government or the Institute shall have the right to use and disclose this information (data) to the extent provided in the subcontract (or other agreement). This restriction does not limit the Government's or Institute's right to use or disclose this information (data) if obtained from another source without restriction."

A.4 Page Limits & Format

Recommended response limitation is three (3) pages. The cover page, budget, and schedule do not count in the 3-page limit. In Section 2 of your Proposal, you are to include, in one to three pages, all the information the review panel will need to evaluate the proposal by all the criteria in Section B.3 (Proposal Evaluation Criteria), which Task you are responding to, and define the data products that will be produced.

The Science/Technical Section within this RFP is for your information. There will not be a separate Science/Technical Section in your proposal. (See B.2, Item 5).

There is no specific proposal format to be followed except:

- Typewritten using easily readable 12 point type fonts on white 8.5x11 inch or European A-type paper, in single or double columns with at least a 1 inch margin on all sides;
- Bound only with metal staples, (no cardboard or plastic covers, or permanent binders, and with an easily disassembled original copy (to enable making additional copies if needed);
- No fold out pages;
- Use only metric units in the body of the proposal; and
- Strictly adhere to the three-page description of proposed work limit, (excluding cover page, schedule, and budget).

A.5 Notification of Selection

The JPL Acquisition Division will notify all proposers of their selection or non-selection.

A.6 Subcontract (or Other Agreement) Negotiations and Award

When the funding instrument is a JPL subcontract, an Acquisition Subcontracts Manager will handle negotiations, funding, and subcontract execution. The proposal will be used as the basis for negotiations. JPL's Acquisition Subcontracts Manager may request certain business data through the research provider's business office and may forward a specimen subcontract and other information pertinent to negotiations. When the funding instrument is not a JPL subcontract, NASA Headquarters will handle an "other agreement" process for transferring funds to the research provider's organization. In all cases, awards will be made to institutions, not directly to the research provider.

A.7 Cancellation

NASA and JPL reserve the right to make no awards under this RFP and to cancel this RFP. NASA and JPL assume no liability for canceling the RFP or for anyone's failure to receive notice of cancellation.

A.8 Attachments

The following attachment to APPENDIX A, Attachment A-19, must be completed and returned as part of your proposal.

1. ATTACHMENT A-19 "Cost Elements Breakdown (Short Form) (form JPL 0549-1).

COST ELEMENTS BREAKDOWN (SHORT FORM)

COST ELEMENTS			
DIRECT LABOR (Hours by labor category)	**HOURS**	**RATE**	**AMOUNT**
		$	$
		$	$
		$	$
		$	$
		$	$
		$	$
		$	$
		$	$
		$	$
		$	$
		$	$
TOTAL DIRECT LABOR			$
OVERHEAD	**BASE**	**RATE**	
			$
			$
			$
			$
			$
			$
TOTAL OVERHEAD			$
MATERIAL COST			$
MATERIAL BURDEN			$
TOTAL MATERIAL			$
SUBCONTRACT COST			$
SUBCONTRACT BURDEN			$
TOTAL SUBCONTRACT			$
OTHER DIRECT COSTS (Travel, etc.)			$
			$
			$
			$
			$
			$
TOTAL ODC			$
SUB-TOTAL COST			$
TOTAL GENERAL & ADMINISTRATIVE			
TOTAL COST			$
PROFIT/FEE		%	$
TOTAL PRICE			$

APPENDIX B

Specific Proposal Preparation Instructions

B.1 Overview

Proposals will be in the form of 2-3 page work statements prefaced by specific sections defining goals, relating the goals to the list of needed products and analyses, and stating why it should be accomplished by the team proposed. Each proposal must define the personnel to be used (key workers must be identified, not just the PI). Proposed efforts must be specifically responsive to the requirements of the initiative technical criteria and cannot be in any conflict with the NASA Research Announcement-based Mars Characterization Program (part of MDAP).

Proposers are expected to provide sufficient details to enable evaluation by persons who are knowledgeable of, but not necessarily specialists in, the proposed research. Proposals shall be self-contained. That is, no knowledge of research outside of that described in the proposal should be assumed.

Provide a separate proposal, schedule, and budget for each task selected (see list of CDP IV Critical Data Products Tasks under Appendix B.2, Item 5) All tasks proposed must explain why this program is the only way to achieve the desired product/analysis (i.e. why not part of flight team Co-I duties, MDAP, etc).

B.2 Details of Proposal Contents

Items 1-4 below are the actual sections of the proposal package to be submitted. Of these, item "2. Proposal" is the text section that describes all the information about what is being proposed to be done, by whom and why, and is the only part subject to a page limit (3 pages). Figures related to the proposed work effort would be included as part of the proposal itself. Figures referenced to the budget are to be shown in a separate attached budget.

Items 5-7 below are informational parts of this Appendix to provide guidance on what is to go into the proposal and schedule. There is no specific proposal format to follow except that all proposals should be assembled with Items 1-4 in the order listed:

1. Cover page that contains the following information:

- Name of this proposal: CDP-RFP-RF180507
- Date of submission;
- A proposal title;
- Task Number Proposing On (See B.2. "CDP IV Critical Data Products Tasks Table," page 12);
- The legal name and address of the organization and specific division or campus identification, if part of a larger organization;
- Point of contact, mailing address, telephone number, FAX number, and e-mail address of the business office person at the research provider's sponsoring institution;
- Proposing research provider's name and full institutional mailing address, telephone number, FAX number and e-mail address
- Research provider signature and date;

- The institutional endorsement, which requires the name and title of the authorizing institutional office, the full legal name of the proposing institution, signature of the authorizing individual, and date; and
- The designation of the "Type of Proposing Institution" using the definitions in APPENDIX A.2 (page 4 & 5).

2. Proposal (3 page limit).

3. Schedule of deliverables (distinct from proposal pages).

4. Budget (distinct from proposal pages).

5. Science/Technical Section

The "CDP IV Critical Data Products Tasks" list appears on the following page. Subcontracts for task research will be initiated based upon a project's need for information and in response to proposals, which offer to satisfy those needs, e.g., based upon the data products that will be delivered, the format of the delivered data products, and the delivery dates of the products. Delivery of derived data products will be to the Mars Exploration Program Office at JPL, to the assigned Mars Mission, and to the Planetary Data System (PDS). Delivery of all or part of the required knowledge for any task can be proposed. Not all tasks will necessarily be funded.

The proposal's work effort will be judged by relevancy to items on the CDP IV Critical Products Tasks list. Answers, or the proposal's work effort, should be specific enough to show the effect on future missions and any direct benefits anticipated. The investigator must use his/her own judgment as to whether the Reviewers might find that his/her proposed investigation and the resulting data meet the objectives and requirements of the CDP RFP.

CDP-IV Critical Data Products Tasks

Notes on MSL-Related Tasks
Several of the tasks listed below provide environmental data to the MSL project for use in mission design, EDL, and surface operations. The MSL spacecraft is planned to launch in Fall 2009, arrive at Mars in Summer 2010, and spend at least one Mars year exploring a local region for evidence of past or present habitability. Mission information, the schedule for landing site selection and certification, as well the prioritized list of candidate sites can be found at the web sites listed below. Those sites also contain detailed engineering constraints on the surface and atmospheric environment, and a table of the (latitude-dependent) season and local time of landing. Tasks that involve the evaluation of the surface or atmospheric environment for EDL could begin by evaluating the entire MSL-accessible region, but must have relevance for the landing sites under consideration. Currently this region includes all of Mars' surface between 45ºS and 45ºN that has an elevation lower than 1 km relative to the MOLA-defined areoid. As the list of candidate sites is narrowed over the next two years (with some potential augmentations due to new discoveries) the tasks should focus more on individual landing sites. Although the MSL spacecraft is designed to have a relatively small landing error ellipse, evaluations of sites also should consider the region surrounding the ellipse (e.g., within 10s of km) to account for the long range of the rover.

MSL Mission Information: http://mars.jpl.nasa.gov/msl
Landing Site Information: http://marsoweb.nas.nasa.gov/landingsites/
http://webgis.wr.usgs.gov/msl/index.htm

Task	**Due Dates**
Digital Elevation Models for MSL Produce DEMs of candidate landing sites and surrounding terrain with ~1 to ~10 m horizontal resolution.	October 2007, August 2008, June 2009
Surface RADAR Properties for MSL EDL Provide maps of RADAR surface reflectivity and surface roughness for the MSL-accessible region, and for candidate landing sites and surrounding terrain, at as high spatial resolution as possible.	October 2007, August 2008, June 2009
Surface Thermophysical Properties for MSL Provide maps of surface thermal inertia, albedo, and thermal emissivity over candidate landing sites and surrounding terrain at the highest spatial resolution possible.	October 2007, August 2008, June 2009
Mineralogical Mapping for MSL Provide maps of mineralogy for the MSL-accessible region and for candidate landing sites and surrounding terrain, at the highest spatial resolution possible.	October 2007, August 2008, June 2009

Rock Abundance and Distribution for MSL Provide maps of rock abundance and the distribution of rocks (including rock height and diameter), with special reference to large potentially hazardous rocks, at as high spatial resolution as possible for candidate landing sites and surrounding terrain.	October 2007, August 2008, June 2009
Atmospheric Density/Temperature Profiles for MSL EDL A. Provide vertical profiles of atmospheric density and temperature (and associated uncertainties) in the lowest 30 km derived from orbital observations near candidate landing sites, for the relevant local time and season. B. Develop an understanding of how atmospheric density and temperature vary with dust abundance and dust vertical distribution (e.g., due to global-, regional-, and local-scale dust events) for the MSL-accessible region and relevant season.	August 2008, June 2009
Winds for MSL EDL Provides estimates of the mean horizontal and vertical wind and associated uncertainties in the lowest 30 km of the atmosphere and within 100 km of candidate landing sites, at the relevant local time and season and highest possible spatial resolution and topographic fidelity.	August 2008, June 2009
Environment during MSL Surface Operations Provide estimates of surface temperature, wind speed and air temperature within 2 m of the surface, incident solar flux, and downward infrared flux for candidate landing sites and surrounding terrain, over the one Mars year lifetime of the MSL mission. Include uncertainties in atmospheric opacity due to global-, regional-, or local-scale dust events.	August 2008, June 2009
Dust Events during MSL EDL and Surface Operations A. Provide statistics for atmospheric opacity variations over the MSL-accessible region, over the annual cycle. B. Provide statistics (frequency, areal extent, column opacity, vertical extent) for global-, regional-, and local-scale dust events at the relevant local time and season of MSL EDL, and over the annual cycle.	October 2007, August 2008, June 2009
Compilation of dust opacity data Compilation of all available data on optical thickness of atmospheric dust in thermal IR (dust opacity) organized as latitude vs. L_s and latitude vs. longitude for a full range of L_s, where possible. Ensure compatibility of data from different instruments: IRIS, IRTM, and TES. Provide statistical analysis of dust opacity, including zonal and global averages, year-to-year variances and other appropriate values.	30 September 2008

6. Additional Required Reporting Deliverables:

   Reporting

   a. Provide Quarterly Progress Reports.

   b. Participate in semi-annual teleconferences with the Project Scientist(s) of the customer project(s) to review the status of the investigation and to insure that the work being performed meets the customer's expectations and current requirements. In the case where redefinition of the investigator's product might be indicated, changes in the subcontract can only be made through the JPL Acquisition Subcontracts Manager.

   c. Provide a brief (2-4 page) progress report annually to the Mars Program Office. The report shall include a quad chart containing a summary of research activities and findings to date, a bibliography of papers submitted, and descriptions of derived data products to be delivered to the Planetary Data System (PDS) and a figure that illustrates the investigation or results obtained.

   d. Provide a Final Report to the Mars Exploration Program Office, along with abstracts of papers submitted and descriptions of derived data products delivered to the PDS.

   Documentation

   Provide JPL with three (3) copies of all technical papers published as a result of this work.

7. Cost Instructions

   Provide the cost breakdown information requested on Attachment A-19, "Cost Elements Breakdown (Short Form)". Proposers may provide the requested information, as applicable, on an alternate computer generated form.

B.3 Proposal Evaluation Criteria

Listed below are the principal criteria and their relative importance for evaluating proposals. Within each criterion, factors are of equal importance.

T - Science/Technical: **Total Assigned Weight – 60%**

T1. Responsiveness to the Requirements (Tasks) 40%

a. Meets the technical requirements of the specific task

b. Distribution readiness of the products

T2. Qualifications of proposing Team 20%

a. Familiarity with the instruments from which the data is obtained

b. Familiarity with uses to which the products are to be applied

c. Familiarity with Mars and its characteristics

d. Experience producing data sets of the type proposed.

M - Management: **Total Assigned Weight – 40%**

M1. Delivery schedule/milestone plan for product distribution **30%**

a. Plan to meet delivery dates (as specified in the requirements: if not specified, then within the period of performance of the contract);

b. Distribution plan meets requirements of the RA.

M2. Make up of proposing Team **10%**

a. Number and qualifications of students, post-docs, and other team members (participation of investigators new to the Mars Program is strongly encouraged);

b. Distribution of labor.

APPENDIX C

Process for Mars Critical Data Products Initiative Selection

C.1 Source Evaluation and Selection Process

Source selection will be based on the responsive, responsible offeror whose proposal is determined to represent the best value to the Mars Exploration Program. Proposals will be evaluated in accordance with the specific identified science/technical and management criteria cited in Appendix B.3. Cost is a subordinate factor, which will not be scored, but will be evaluated for price reasonableness. Key selection criteria include the degree to which the research tasks and products proposed meet the requirements of future Mars missions. Specific proposal evaluation criteria, and factors for award of subcontracts (or other agreements), are described in the RFP and the RFP Proposal Evaluation Instructions. These may include:

- Responsiveness to the 'needs' in the Request For Proposal
- Schedule feasibility
- Make-up of the team proposed (qualifications of the PI, distribution of the effort, number of postdocs./graduate students)
- Plan for product distribution

Proposals will be initially screened to determine their suitability and responsiveness to the RFP by the JPL Acquisition Division. Responsibility will be determined within the meaning of Federal Acquisition Regulation 9.104 - "Standards". Proposals that are not in compliance with the constraints, requirements, and guidelines of this RFP will be handled as technical correspondence and returned to the proposer without further review. Those proposals deemed responsive to the RFP will be reviewed to determine if any U.S. Government, national laboratory, or FFRDC response duplicates, and directly competes with, a response from industry, a university or a nonprofit organization. If such a situation exists, the U.S. Government, national laboratory, or FFRDC proposal will not be evaluated, and it will be returned to the originator after receiving JPL Mars Program Office concurrence.

After the screening process, proposals will be reviewed by a Peer Review Panel (PRP) who will evaluate and score the proposals according to the predetermined science/technical and management criteria. The PRP will submit recommendations to JPL's Mars Program Office and NASA Headquarters. Selections will be made by the JPL Mars Program Office, which will convene a board of Mars scientists to assist in proposal assessment. Final concurrence by the Mars Program Director (and whomever else he/she desires) will be requested.

C.2 Schedule

CDP IV Proposal Due Date: 29 June 2007 at 3:00 p.m. Pacific Local Time (PLT)

ACRONYM GLOSSARY

CDP	Critical Data Products Initiative
DEM	Digital Elevation Mode
EDL	Entry, Decent, and Landing
FFRDC	Federally Funded Research and Development Center
IDS	Interdisciplinary Scientist
HQ	Headquarters
HRSC	High/Super Resolution Stereo Camera
IRIS	An astronomical images processing software
IRTM	Infrared Thermal Mapper
JPL	Jet Propulsion Laboratory
MDAP	Mars Data Analysis Program
MEP	Mars Exploration Program
MEPAG	Mars Exploration Program Analysis Group
MER	Mars Exploration Rover Project
MGS	Mars Global Surveyor Project
MOLA	Mars Orbiter Laser Altimeter
MRO	Mars Reconnaissance Orbiter
MSL	Mars Science Laboratory
NASA	National Aeronautics and Space Administration
PDS	Planetary Data System
PRP	Peer Review Panel
RFP	Request For Proposal
TES	Thermal Emission Spectrometer
THEMIS	Thermal Emission Imaging System

ADDRESS LABEL

TO:

JET PROPULSION LABORATORY
4800 OAK GROVE DRIVE
PASADENA, CA. 91109-8099
Attn.: Richard Flores
Mail Stop: 201-203

JPL RFP Number: CDP-RFP-RF180507
Close Date: 29 June 2007 at 3:00 p.m. Pacific Local Time (PLT)